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jc72 U.S. PTO

UTILITY PATENT APPLICATION TRANSMITTAL

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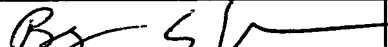
| | | |
|---|---|----------------------|
| Address to: Commissioner for Patents Box PATENT APPLICATION Washington, DC 20231 | Attorney Docket No. | BEU/HK/KONTOGOURIS |
| | First Named Inventor (or identifier) | Leandros KONTOGOURIS |
| | Total Pages | 58 |

Transmitted herewith is a patent application under 37 CFR 1.53(b).

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| Entitled: | ADVERTISING SYSTEM AND METHOD WHICH PROVIDES ADVERTISERS WITH AN ACCURATE WAY OF MEASURING RESPONSE, AND BANNER ADVERTISEMENT THEREFOR |
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- ☒ 1. Submitted herewith are the following:
- 44 pages of specification.
 - 1 Abstract.
 - 13 sheets of drawings (Figs. 1-21).
 - 49 claims.
 - 0 Oath/Declaration signed by each inventor.
 - 0 Preliminary Amendment.
 - 0 Information Disclosure Statement(s).
 - 0 pages of Form PTO-1449, and one copy of each document listed thereon.
 - 0 Assignment of the invention, Cover Sheet, and payment of the \$ _____ recordal fee.
 - 0 certified copy of application no. _____ filed in _____. Priority is claimed.
 - 1 check in the amount of \$ 656.00.
- ☒ 2. SMALL ENTITY STATUS IS ASSERTED pursuant to 37 CFR 1.27 for this application.
- ☒ 3. The Commissioner is authorized to credit any overpayment and charge any deficiency in any fees required under 37 CFR 1.16 and/or 1.17, to Deposit Account No. 02-0200.
- ☐ 4. Insert before the first sentence of the specification: - - This application claims the benefit of provisional application number _____ filed _____. - -
- ☐ 5. Insert before the first sentence of the specification: - - This application is a Continuation-in-part of nonprovisional application number _____ filed _____. - -
- ☐ 6. Other: _____

The registered practitioners representing applicant(s) are J. Ernest Kenney, Reg. No. 19,179; Eugene Mar, Reg. No. 25,893; Richard E. Fichter, Reg. No. 26,382; Thomas J. Moore, Reg. No. 28,974; Joseph DeBenedictis, Reg. No. 28,502; and Benjamin E. Urcia, Reg. No. 33,805.

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|---|-------------------|--------|--|--|-----------|
| THE FILING FEE IS CALCULATED AS FOLLOWS: | | | | Basic Fee: | \$710.00 |
| Total Claims: | 49 | - 20 = | 29 | X \$18 = | \$522.00 |
| Independent Claims: | 4 | - 3 = | 1 | X \$80 = | \$80.00 |
| Correspondence Address: BACON & THOMAS, PLLC 625 Slaters Lane, 4 th Floor Alexandria, VA 22314-1176 | | | | Multiple Dependent Claim (add \$270.00): | |
| | | | | Subtotal: | \$1312.00 |
| | | | | 50% Reduction if Small Entity Status: | \$656.00 |
| Phone: 703-683-0500 Fax: 703-683-1080 | | | | Total: | \$656.00 |
| Date: | Name: | | Signature: | | Reg. No. |
| December 22, 2000 | BENJAMIN E. URCIA | |  | | 33,805 |